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## RECHARGEABLE BATTERY RECYCLING CORPORATION (RBRC) PROVIDES EASY SOLUTION FOR RETAILERS TO COMPLY WITH MAINE'S NEW CELL PHONE RECYCLING LAW

*Call2Recycle™ program is available to all Maine retailers at no cost*

**ATLANTA, January 2, 2007** – The Rechargeable Battery Recycling Corporation (RBRC), a non-profit public service organization dedicated to recycling rechargeable batteries and cell phones, is helping retailers in Maine meet the requirements of the state's new "Cell Phone Recycling Law" that went into effect on January 1. The new legislation requires that any retailer who sells cell phones in the state of Maine must also collect used cell phones for recycling and post a notice that is clearly visible to customers indicating that old cell phones are accepted free of charge.

Through RBRC's free and convenient recycling program, *Call2Recycle*, retailers can achieve full compliance with the new law almost immediately. *Call2Recycle* is the most comprehensive nationwide rechargeable battery and cell phone recycling program, and is a simple and economical way for retailers to make cell phone recycling available to their customers. *Call2Recycle* features more than 50,000 collection sites across the nation, including more than 275 locations in Maine, where consumers can drop off used rechargeable batteries and old cell phones at no cost.

RBRC makes participation in the program virtually effortless for retailers, providing a free shipment of collection boxes that includes pre-paid, pre-addressed shipping labels, safety instructions and plastic bags for each used rechargeable battery and old cell phone. Once the box is full, retailers simply seal it and put it in their regular UPS shipments; RBRC takes care of the rest.

"Making available a cell phone recycling program like *Call2Recycle* is an easy and immediate way for retailers to be more environmentally conscious, and to help their customers adopt a simple, green practice by encouraging them to recycle old cell phones and used rechargeable batteries," said Norm England, CEO and President, RBRC. "We will continue to support our participating retailers in Maine who are already enrolled in the program and look forward to assisting more local retailers as they institute their own free and easy cell phone and rechargeable battery recycling programs."

In addition to meeting new legal requirements, the *Call2Recycle* program also helps retailers to:

- **Provide recycling reports** – RBRC has a comprehensive reporting structure to provide detailed recycling reports that show the number of pounds collected per each location.
- **Project a green image** – Joining the *Call2Recycle* program demonstrates a commitment to preserving the environment.
- **Increase sales** – Customers dropping off used batteries and cell phones often shop for replacements.
- **Increase interaction** – Increases face-to-face interaction with customers.
- **Establish warranty control** – Collecting used batteries and cell phones may deter customers from wanting a refund on a used battery.
- **Enjoy free promotion** – Each participating store will be listed on the *Call2Recycle* web site, [www.call2recycle.org](http://www.call2recycle.org), and be included on the toll free consumer helpline, 1-877-2-RECYCLE, informing the public where to drop off their used rechargeable batteries and cell phones.
- **Conserve natural resources** – Primary components of rechargeable batteries can be reclaimed to make new products - stainless steel products and new rechargeable batteries. Cell phones are refurbished and resold when possible. Portions of the proceeds received from resale will benefit select charities.

Retailers interested in enrolling in the *Call2Recycle* program or finding out additional information can visit [www.call2recycle.org](http://www.call2recycle.org) or call toll free 877-723-1297.

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## About RBRC

The Rechargeable Battery Recycling Corporation (RBRC) is a nonprofit, public service organization dedicated to rechargeable battery and cell phone recycling. There are over 50,000 retail, business, and community collection locations that participate in RBRC's rechargeable battery recycling program throughout Canada and the United States. RBRC is funded by more than 350 manufacturers and marketers of portable rechargeable batteries and products. RBRC's public education campaign and recycling program is the result of the rechargeable power industry's commitment to conserve natural resources and prevent cell phones and rechargeable batteries from entering the solid waste stream. Cell phones collected through the **Call2Recycle**™ program will be recycled or refurbished and resold when possible with a portion of the proceeds benefiting select charities. Contributions or gifts to RBRC are not tax deductible. For more information, call 1-877-2-RECYCLE or visit [www.call2recycle.org](http://www.call2recycle.org).